



CIEE Global Institute - Santiago de Chile

Course name:	Doing Business in Latin America
Course number:	(GI) BUSI 3007 STCH
Programs Offering Course:	Santiago de Chile Global Internship/ Open Campus
Language of Instruction:	English
U.S. Semester Credits:	3 semester hours / 4.5 quarter hours
Classroom Hours:	45 hours
Term:	Spring 2020

Course Description

This course introduces the related influences of business, society, government and culture in the region and link these influences on student's experience within their professional internship program and academic coursework. Using our location of (*Santiago, Buenos Aires or Rio de Janeiro*) as our beginning reference point, this course will review Latin America's economic, political, social and cultural contexts within major changes in the region. We will explore the shared cultural history and diversity across the region (for purposes of this course, we will focus on Chile, Argentina, and Brazil). Through small group work and individual inquiry, we will strive to focus on gaining an understanding of the major cultural groups in each country, their heritage and business activities along with the country's current challenges and opportunities for trade and expansion within the region and globally, as well as their political contexts. By using current business cases and media coverage of economic, political, cultural and business issues, we will focus on what we as outsiders to the region need to quickly assess and integrate into our business approaches for successfully invest in the region.

Learning Objectives

By completing this course, students will be able to:

- Identify the economic, cultural, social and political contexts of the city and the country in which studying, as the main framework to evaluate the dynamics of doing business in Latin America.
- Compare, by using facts and figures from each country, the economic, cultural, social, and political contexts between Latin America countries.
- Analyze the key factors and variables implied in current issues and emerging trends within the economic, cultural, social and political contexts in the country and the region, as possible enablers and/or barriers for doing business in Latin America.
- Examine ethical issues in a complex, multilayered contexts involved in doing business in Latin America, and recognize cross – relationships among these issues.
- Adapt and apply a deep understanding of the economic, cultural, social and political contexts across the region, while initiating meaningful interaction with other cultures to address significant global problems.
- Appraise own cultural and social rules and biases when comparing the cultural and social rules involved in doing business in Latin America.
- Characterize and recommend strategies to quickly assess and integrate business approaches for successfully investment in the region.

Course Prerequisites

None



Methods of Instruction

This course is based on interactive lecture sessions, with weekly assignments/cases (individual and group) to be discussed during the session. Invited guest speakers who are experts in various theoretical and practical aspects of doing business in the Latin America context will add to the learning experience of this course. The students will also participate in two site visits to multinational firms located in Santiago.

Assessment and Final Grade

1.	1 Individual Assignments	20%
2.	1 Group Case Study Report	20%
3.	Group Presentation of the study case	20%
4.	Final Research Project	20%
5.	Class Participation:	20%
TOTAL:		100%

Course Requirements

Individual Assignments:

Every student will elaborate a case study of a multinational firm that has invested in Chile, given by the instructor in the local context, and compare it with another Latin American country. With this individual assignment, the student is expected to identify the economic, cultural, social and political contexts of the city and the country in which studying, as the main framework to evaluate the dynamics of doing business in Latin America; as well as compare and contrast, by using facts and figures from each country, the economic, cultural, social, and political contexts between Latin America countries.

The structure of this case study considers the following aspects:

Formal aspects:

- Arial 11; line spacing: 1.5; justified text.
- The document will be uploaded as a .docx file.
- At least 1700 words (without considering the bibliography or references).



- Include bibliography or references.
- Structure: Cover page, Introduction, Background, Literature Review, Method, Proposed Solutions, Discussion, and Conclusions.
- Citation: any citation style; it is just required to be consistent with the chosen style.
- Page number in every page.

Group Case Study Report:

For this assignment, the students will work in groups of three or four members. The instructor will select successful and unsuccessful cases of international investment in the Latin American context, as the framework to revise the enablers and barriers to do business in the region; then, the instructor will assign a case study to each group, expecting to achieve as learning objectives: Analyze the key factors and variables implied in current issues and emerging trends within the economic, cultural, social and political contexts in the country and the region, as possible enablers and/or barriers for doing business in Latin America; Examine ethical issues in a complex, multilayered contexts involved in doing business in Latin America, and recognize cross – relationships among these issues; Adapt and apply a deep understanding of the economic, cultural, social and political contexts across the region, while initiating meaningful interaction with other cultures to address significant global problems. Each group will prepare a report for the assigned case study.

The structure of this case study report considers the following aspects:

Formal aspects:

- Arial 11; line spacing: 1.5; justified text.
- The document will be uploaded as .docx file.
- At least 2500 words (without considering the bibliography or references).



- Include bibliography or references.
- Structure: Cover page, Executive Summary, Introduction, Background, Literature Review, Method, Proposed Solutions and Recommendations, Discussion, and Conclusions.
- Citation: any citation style; it is just required to be consistent with the chosen style.
- Page number in every page.

Group Presentation of the Case Study

Each team will present the case study that was assigned to them. The presentation should not last more than 15 minutes, include a Power Point or a Google Slides presentation and will be followed by a Q&A session. Of utmost importance is to give examples and illustrate them with real-life examples.

Final Research (group work):

Each group will upload an essay about a topic related with the cultural and social context in Latin America, and how this have an impact on business development. By submitting this essay, it is expected that the students can accomplish these learning objectives: Appraise own cultural and social rules and biases when comparing the cultural and social rules involved in doing business in Latin America; and, Characterize and recommend strategies to quickly assess and integrate business approaches for successfully investment in the region.

Formal aspects:

- Arial 11; line spacing: 1.5; justified text.
- The document will be uploaded as .docx file.
- At least 2000 words (without considering the bibliography or references).



- Include bibliography or references.
- Structure: Cover page, Executive Summary, Introduction, Background, Literature Review, Discussion, and Conclusions.
- Citation: any citation style; it is just required to be consistent with the chosen style.
- Page number in every page.

Class Participation

Participation is valued as meaningful contribution in the digital and tangible classroom, utilizing the resources and materials presented to students as part of the course. Meaningful contribution requires students to be prepared in advance of each class session and to have regular attendance. Students must clearly demonstrate they have engaged with the materials as directed, for example, through classroom discussions, online discussion boards, peer-to-peer feedback (after presentations), interaction with guest speakers, and attentiveness on co-curricular and outside-of-classroom activities.

Regular class attendance is required throughout the program, and all unexcused absences will result in a lower participation grade for any affected CIEE course. Due to the intensive schedules for Open Campus and Short-Term programs, unexcused absences that constitute more than 10% of the total course will result in a written warning.

Students who transfer from one CIEE class to another during the add/drop period will not be considered absent from the first session(s) of their new class, provided they were marked present for the first session(s) of their original class. Otherwise, the absence(s) from the original class carry over to the new class and count against the grade in that class.

For CIEE classes, excessively tardy (over 15 minutes late) students must be marked absent. Attendance policies also apply to any required co-curricular class excursion or event, as well as to Internship, Service Learning, or required field placement. Students who miss class for personal travel, including unforeseen delays that arise as a result of personal travel, will be marked as absent and unexcused. No make-up or re-sit opportunity will be provided.

Attendance policies also apply to any required class excursion, with the exception that some class excursions cannot accommodate any tardiness, and students risk being marked as absent if they fail to be present at the appointed time.



Unexcused absences will lead to the following penalties:

<i>Percentage of Total Course Hours Missed</i>	<i>Equivalent Number of Open Campus Semester classes</i>	<i>Minimum Penalty</i>
Up to 10%	1 content classes, or up to 2 language classes	Participation graded as per class requirements
10 – 20%	2 content classes, or 3-4 language classes	Participation graded as per class requirements; written warning
More than 20%	3 content classes, or 5 language classes	Automatic course failure , and possible expulsion



Weekly Schedule / Outline

The course meets at least 5.5 hours each week with exact schedule to be distributed at the beginning of the course. Typical class schedule is Wednesday 6-8:30 pm and Friday 1-4:30 pm.

Week 1 Introduction and Historical Context in Latin America

Class 1:1 Introduction to Course, assignments, group project, and setting personal objectives.

Readings:
Syllabus.

Class 1:2 Overview of Latin America region economic development, including historical trends. History includes particular emphasis on Santiago and Chile.

Readings:
Becker, Thomas (2004) *Doing Business in The New Latin America. A guide to cultures, practices, and opportunities*. Praeger Ed.
Journal of Business Research (2016) *The internationalization of Latin American enterprises—Empirical and theoretical perspectives*. Journal of Business Research, Number 69, pp. 1957-1962.
Müller-Stewens, Günter (2014) *Doing Business in Latin America: What makes it different?* IAM Newsletter, Number 5.

Week 2 Cultural Context in Latin America

Class 2:1 Cultures of Latin America and Chile: impact on business development.

Readings:
Becker, Thomas (2004) *Doing Business in The New Latin America. A guide to cultures, practices, and opportunities*. Praeger Ed.
Cuervo-Cazurra, Alvaro (2016) *Multilatinas as sources of new research insights: The learning and escape drivers of international expansion*. Journal of Business Research, Number 69, pp. 1963-1972.
Müller-Stewens, Günter (2014) *Doing Business in Latin America: What makes it different?* IAM Newsletter, Number 5.

Class 2:2 Guidance for individual case study, group projects and presentations.

Readings:
Amorós, José E.; Etchebarne, María; Torres, Isabel; Felzenstein, Christian (2016) *International entrepreneurial firms in Chile: An exploratory profile*. Journal of Business Research, Number 69, pp. 2052-2060.
Baer, Werner; Cavalcanti, Tiago; Silva, Peri (2002) *Economic integration without Policy: the case of Mercosur*. Emerging Markets Review, Number 3, pp. 269-291.
Cardoza, Guillermo; Fornes, Gastón; Farber, Vanina; González, Roberto; Ruiz, Jaime (2016) *Barriers and public policies affecting the international expansion of Latin American SMEs: Evidence from Brazil, Colombia, and Peru*. Journal of Business Research, Number 69, pp. 2030-2039.



Journal of Business Research (2016) *The internationalization of Latin American enterprises—Empirical and theoretical perspectives*. Journal of Business Research, Number 69, pp. 1957-1962.

Molinos-Senante, María; Sala-Garrido, Ramón (2015) *The impact of privatization approaches on the productivity growth of the Water Industry: A case study of Chile*. Environmental Science and Policy, Number 50, pp. 166-179.

Due assignments:

Final Research Essay, first draft.

Week 3

Class 3:1

Political Context in Latin America

Governments of Latin America and Chile. Policy overview and current challenges for doing business in the region.

Readings:

Djankov, Simeon; McLiesh, Caralee; Ramalho, Rita Maria (2006) *Regulation and Growth*. Economic Letter, Number 92, pp. 395-401.

Messaoud, Boudhiaf; El Ghak Zribi (2014) *Business Regulation and Economic Growth: What can be explained?* International Strategic Management Review, Number 2, pp 69-78.

Gaviria, Alejandro (2002) *Assessing the effects of corruption and crime on firm performance: evidence from Latin America*. Emerging Markets Review, Number 3, pp. 245-268.

Class 3:2

SITE VISIT (TBD).

Week 4 Social Context in Latin America

Class 4.1

Society and community networks in Latin America and Chile.

Readings:

Becker, Thomas (2004) *Doing Business in The New Latin America. A guide to cultures, practices, and opportunities*. Praeger Ed.

Müller-Stewens, Günter (2014) *Doing Business in Latin America: What makes it different?* IAM Newsletter, Number 5.

World Bank Group (2018) *Doing Business 2018. Reforming to create jobs*. Full report.

Class 4.2

GUEST SPEAKER (TBD).

Due assignments:

Final Research Essay, second draft.

Week 5 Economic Context in Latin America

Class 5:1

Business and community networks in Latin America and Chile.

Readings:

Becker, Thomas (2004) *Doing Business in The New Latin America. A guide to cultures, practices, and opportunities*. Praeger Ed.

World Bank Group (2018) *Doing Business 2018. Reforming to create jobs*. Full report.



Class 5:2 SITE VISIT (TBD).

Week 6 Enablers and barriers for doing business in Latin America: Ethical and cultural issues

Class 6:1 Managing current issues in Latin America and Chile (i.e. labor migration, ethical issues, Taxes, etc.).

Readings:

Baer, Werner; Cavalcanti, Tiago; Silva, Peri (2002) *Economic integration without Policy: the case of Mercosur*. Emerging Markets Review, Number 3, pp. 269-291.

Becker, Thomas (2004) *Doing Business in The New Latin America. A guide to cultures, practices, and opportunities*. Praeger Ed.

Cardoza, Guillermo; Fornes, Gastón; Farber, Vanina; González, Roberto; Ruiz, Jaime (2016) *Barriers and public policies affecting the international expansion of Latin American SMEs: Evidence from Brazil, Colombia, and Peru*. Journal of Business Research, Number 69, pp. 2030-2039.

Ribeiro, Fernanda; Lahiri, Somnath; Mendes, Felipe (2016) *Managerial perceptions of barriers to internationalization: An examination of Brazil's new technology-based firms*. Journal of Business Research, Number 69, pp. 1973-1979.

World Bank Group (2018) *Doing Business 2018. Reforming to create jobs*. Full report.

Class 6:2 GUEST SPEAKER (TBD).

Week 7 Individual case discussions

Due assignments:

Individual Case Study Report.

Final Research Essay.

Week 8 Group projects and presentations

Due assignments:

Group Case Study Report.

Group Case Study Presentation.

Course Materials

Readings

- Amorós, José E.; Etchebarne, María; Torres, Isabel; Felzenstein, Christian (2016) *International entrepreneurial firms in Chile: An exploratory profile*. Journal of Business Research, Number 69, pp. 2052-2060.
- Baer, Werner; Cavalcanti, Tiago; Silva, Peri (2002) *Economic integration without Policy: the case of Mercosur*. Emerging Markets Review, Number 3, pp. 269-291.

- Becker, Thomas (2004) *Doing Business in The New Latin America. A guide to cultures, practices, and opportunities*. Praeger Ed.
- Cardoza, Guillermo; Fornes, Gastón; Farber, Vanina; González, Roberto; Ruiz, Jaime (2016) *Barriers and public policies affecting the international expansion of Latin American SMEs: Evidence from Brazil, Colombia, and Peru*. Journal of Business Research, Number 69, pp. 2030-2039.
- Cuervo-Cazurra, Alvaro (2016) *Multilatinas as sources of new research insights: The learning and escape drivers of international expansion*. Journal of Business Research, Number 69, pp. 1963-1972.
- Djankov, Simeon; McLiesh, Caralee; Ramalho, Rita Maria (2006) *Regulation and Growth*. Economic Letter, Number 92, pp. 395-401.
- Messaoud, Boudhief; El Ghak Zribi (2014) *Business Regulation and Economic Growth: What can be explained?* International Strategic Management Review, Number 2, pp 69-78.
- Gaviria, Alejandro (2002) *Assessing the effects of corruption and crime on firm performance: evidence from Latin America*. Emerging Markets Review, Number 3, pp. 245-268.
- Journal of Business Research (2016) *The internationalization of Latin American enterprises—Empirical and theoretical perspectives*. Journal of Business Research, Number 69, pp. 1957-1962.
- Molinos-Senante, María; Sala-Garrido, Ramón (2015) *The impact of privatization approaches on the productivity growth of the Waste Industry: A case study of Chile*. Environmental Science and Policy, Number 50, pp. 166-179.
- Müller-Stewens, Günter (2014) *Doing Business in Latin America: What makes it different?* IAM Newsletter, Number 5.
- Ribeiro, Fernanda; Lahiri, Somnath; Mendes, Felipe (2016) *Managerial perceptions of barriers to internationalization: An examination of Brazil's new technology-based firms*. Journal of Business Research, Number 69, pp. 1973-1979.
- World Bank Group (2018) *Doing Business 2018. Reforming to create jobs*. Full report.

Online and Media Resources

<http://www.doingbusiness.org/>